

# EVAN A. MASTERS

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## ABOUT ME

To have the opportunity to be involved in both the creative and technical process of developing a digital product from the ground up, and to not only see it come to life, but see it make a positive impact in someone's life is a profoundly rewarding experience. For this reason I have chosen to pursue a career in web development. I never stop learning and I am always looking for new ways to improve my skillset and capabilities.

## SKILLS

- |                       |                                    |                                     |
|-----------------------|------------------------------------|-------------------------------------|
| ▪ HTML5 / CSS3 / Sass | ▪ Figma / Adobe Xd                 | ▪ Accessibility / W3C Guidelines    |
| ▪ JavaScript          | ▪ Photoshop / Illustrator          | ▪ SEO (Search Engine Optimization)  |
| ▪ JSON / AJAX / XML   | ▪ UI/UX Design                     | ▪ Google Search Console / Analytics |
| ▪ Git / GitHub        | ▪ WordPress / Webflow              | ▪ Sales & Customer Service          |
| ▪ Visual Studio Code  | ▪ Mobile First / Responsive Design | ▪ Ticketing System                  |

## CERTIFICATIONS

- FreeCodeCamp – JavaScript Algorithms and Data Structures (In Progress)
- FreeCodeCamp – [Responsive Web Design](#)

## WORK EXPERIENCE

**Freelance Web Developer: Self Employed**  
(Mar. 24, 2020 – Current)

**McAllister Incorporated:** [View Project](#)

- Design, build, deploy website, and create logo. Setup Google Search Console, Recaptcha v3, and contact form.

**Handyman Service of Indiana:** [View Project](#)

- Design, build, deploy website, and create logo. Setup Google Search Console, Recaptcha v3, and contact form.

**Account Manager: Think Tank Networking Technology Group**  
*Merrillville, IN* (Sept. 25, 2018 – Mar. 24, 2020)

- Consistent producer closing leads on outbound sales calls and through persuasive email communication.
- Schedule appointments and deliver sales presentations for prospects to be converted.
- Demonstrate exceptional customer service when addressing client questions and when resolving issues.
- Precisely document internal processes, procedures, responsibilities, and prospect/client information.

**SEO Analyst: InTouch Practice Communications**  
*Highland, IN* (Dec. 2017 – Feb. 2018)

- Optimize website page content using WordPress, HTML, and PHP platforms to increase online search rankings.
- Perform keyword research to find and implement new keywords to improve organic online search rankings.
- Utilize Google Search Console to index and crawl websites as well as monitor site activity.
- Utilize Google My Business Profile to achieve higher search rankings with local listings.

## EDUCATION

### College

**Purdue University NW** – Hammond, IN  
**Benedictine University** – Lisle, IL

- Marketing/Business Analytics Major (2017 – 2018)
- Pre-Med/Health Science Major (2015 – 2016)

### High School

**Griffith High School** – Griffith, IN

- Graduated CORE 40 Diploma 3.0 GPA (June 14, 2015)